



**Dialog**  
Insight

Smart Marketing Catalyst



## Journey Module

How to Identify the User and Improve Client Experience

5/31/2016

Canada • France • Russia

[dialoginsight.com](http://dialoginsight.com)

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## Introduction

We use different methods to track the journey of people who visit a client's website but privilege the method available with HTML5, that is the browser's local storage. In the event HTML5 is not possible, we use a method based on cookies.

## Using Web Storage

Web storage is a method for storing data in a web browser. Web storage supports persistent data storage, similar to cookies but with a greatly enhanced capacity (at least 5MB) and no information stored in the HTTP request header. There are two main web storage types: local storage and session storage, behaving similarly to persistent cookies and session cookies respectively. Their only difference relates to data persistency.

### The *sessionStorage* Object

The *sessionStorage* interface memorizes data for the duration of one browsing session, and is limited to the active window or tab. When the browser tab is closed, data is deleted. Each session storage is limited to one a domain.

### The *localStorage* Object

The *localStorage* interface stores data with no expiration date. Unlike *sessionStorage*, data will not be deleted when the browser or tab is closed. The extend of *localStorage* is therefore wider: it is possible to open multiple tabs for the same domain or multiple windows, as long as it is in the same browser.



## Specifications

### Expiration

- `sessionStorage` : cleaned at the end of each browser session
- `localStorage` : never expires

Note: When using a browser in private mode, all data is deleted at the end of the session.

### Action Parameters

- All keys from key/value pairs are unique by origin of the visited page (same protocol, domain and port).
- Data stored in *sessionStorage* for a given origin can only be accessed from the tab where data was stored and only for those pages that share the same origin.
- Stored data in *localStorage* for a given origin are accessible in all tabs of pages that share the same origin.
- Data is public, so all scripts from different origins have access to web storage.
- If you wish to hide information, choosing a complicated storage key is of no use as it is possible to identify keys.

### Storage Size

From 5 to 10 MB per object (depending on the browser) per script origin that updates values. So, a malicious script cannot use the entire storage space to block other scripts from web storage.

### Disable/Clear Storage

As for cookies, all browsers offer ways to disable and clear data from the web storage. See the following table or [this page \(https://webdevwonders.com/clear-dom-storage/\)](https://webdevwonders.com/clear-dom-storage/).



## Keys Used by Dialog Insight

Key	Description	Value	Description of Value
OFSYS_Interception_{clientcode} <i>Type: localStorage</i>	Values used to evaluate whether interception is possible or not.	DisplayInterceptorTotalCount	Total number of times the interceptor was displayed.
		DisplayByVisitCount	Number of times the interceptor was displayed during the current visit.
		dtDisplay	List of all the dates when the interceptor was displayed.
OFSYS_Extra_{clientcode} <i>Type: localStorage</i>	Additional values that can be stored after a special event has been configured by the client.	dtFirstHit	Date of the first time the event occurred.
		dtLastHit	Date of the last time the event occurred.
		vkeyVisitor	Key of visitor.
		totalHit	Number of times the event was triggered.
OFSYS_Visit_{clientcode} <i>Type: sessionStorage</i>	Values reserved to a visit.	{personalized value}	A personalized value.
		vkey	Key of visit.
		oft_campaign	The campaign, if any.
		["oft_id", "oft_k", "oft_lk", "oft_d", "oft_c", "oft_ck"]	If any, a value to identify the contact in the client's project. In order: idSendlog, sendlog key, link key, dtClick, idContact, contact key.
OFSYS_Visitor_{clientcode} <i>Type: localStorage</i>	Describes the visitor. Identifies the visitor and if interception is possible.	vKey	Key of visitor
		OFSYSEVENT_dtLastHit_{eventname}	Date of the last time the event "eventname" occurred.
		OFSYSEVENT_countHit_{eventname}	Number of times the event "eventname" occurred.
		OFSYSEVENT_dtFirstHit_{eventname}	Date of the first time the event "eventname" occurred.
		VisitCount	Number of visits.



	dtFirstVisit	Date of the first visit.
	dtLastVisit	Date of the last visit.
	dtPreviousVisit	Date of the previous visit.
	openedPageCount	Number of opened pages during the current visit.
	lastOpenedPage	Last page opened.
	HitCount	Total number of hits.
	HitCurrentVisit	Number of hits during the current visit.
	TotalVisitSecond	Total number of seconds spent on the site (all visits), calculated on each hit.
	TotalSecondOpen	Total number of seconds spent on the site (all visits), calculated real-time.
	CurrentVisitSecond	Number of seconds spent on the site during the current visit, calculated on each hit.
	IsIdentified	Flag that indicates if the visitor was identified.
	TotalSecondOpenVisit	Number of seconds spent on the site during the current visit, calculated real-time.



## Using Cookies

When these methods cannot be applied, for instance when using older browsers, we use different cookies, as follows:

### Visitor Cookie

- Name: OFSYS\_VisitorID\_{idSite}
- Content: vkey: a unique code with 6 alphanumeric characters
- Usage: Identifies the visitor. This value will eventually let you recognize the visitor and present him/her with the most adapted content and offer even better content on next visits.
- Expiration: 2 years

### Visit Cookie

- Name: OFSYS\_VisitID\_{idSite}
- Content: vkey: a unique code with 6 alphanumeric characters  
If any, one or more of the following identifiers:

Key	Value	Usage
<b>oft_id</b>	idSendlog	Measures the impact of source communications that initiated the visit.
<b>oft_k</b>	sendlog key	
<b>oft_lk</b>	link key	Measures the impact of click actions on URL links that initiated the visit.
<b>oft_d</b>	dtClick	Indicates the date of the click.
<b>oft_c</b>	idContact	Associates the actions performed on a visit to a contact, in order to measure interest and offer better communications in the future.
<b>oft_ck</b>	contact key	
<b>oft_campaign</b>	a campaign tag	Identifies the campaign at the source or associated with the visit and measures its impact.



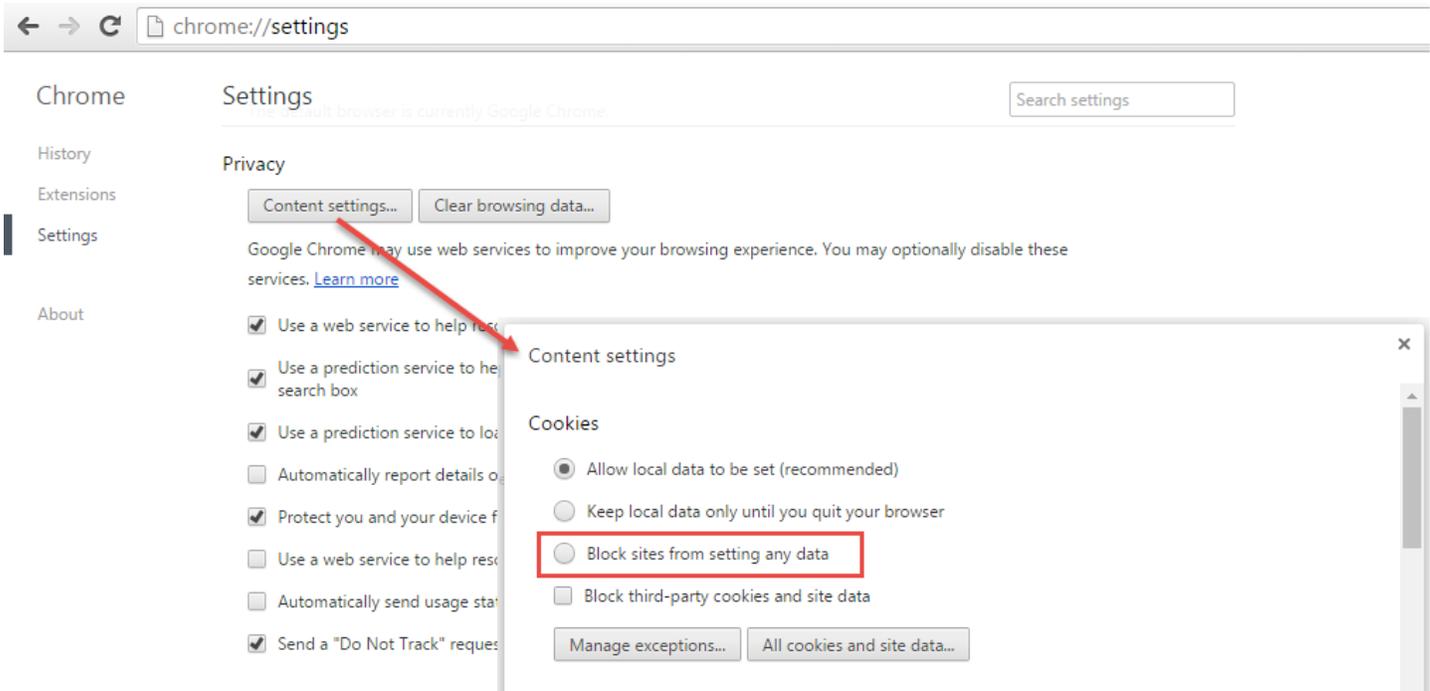
## How to Identify the User and Improve Client Experience

- Usage:
  - Identifies a contact's actions based on the interest shown on visited pages (both visit and visitor cookies let you associate data to contacts, depending on the situation).
  - Splits a contact's actions per visit; visits are collected to measure the impact of communications in order to make them more pertinent.
  
- Expiration: at the end of session

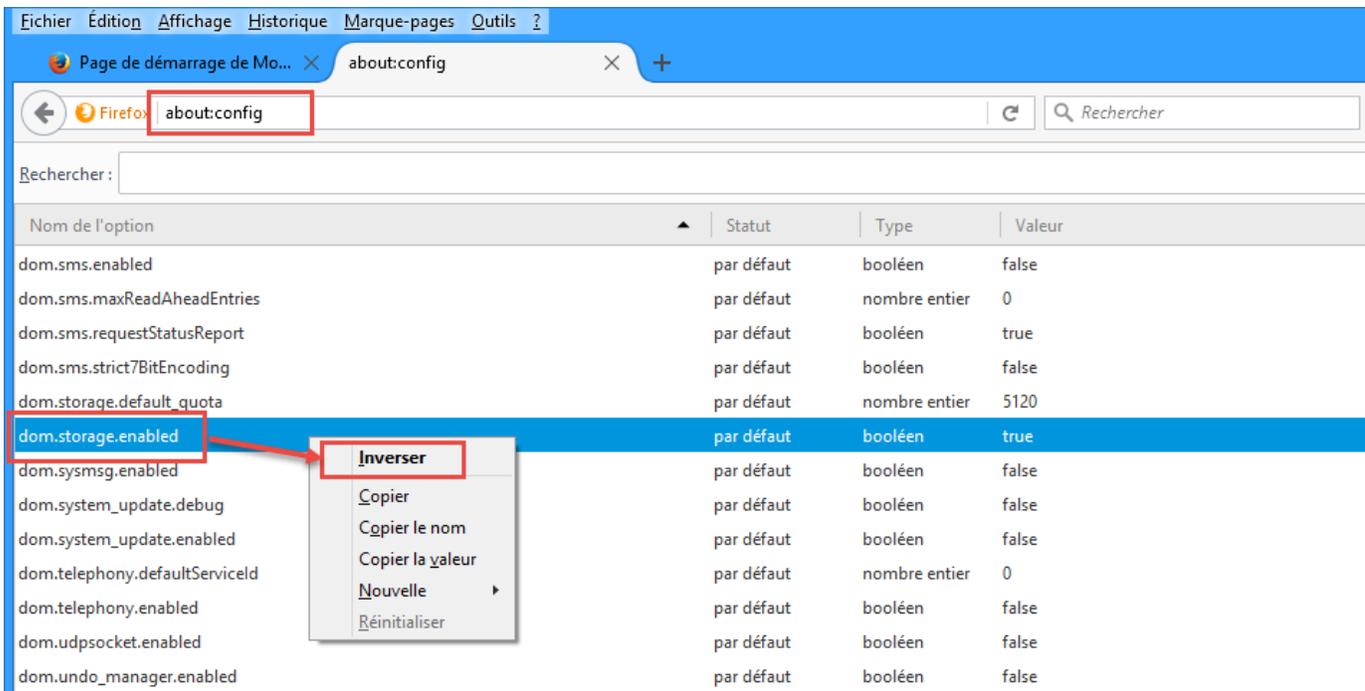


## Enable/Disable Web Storage

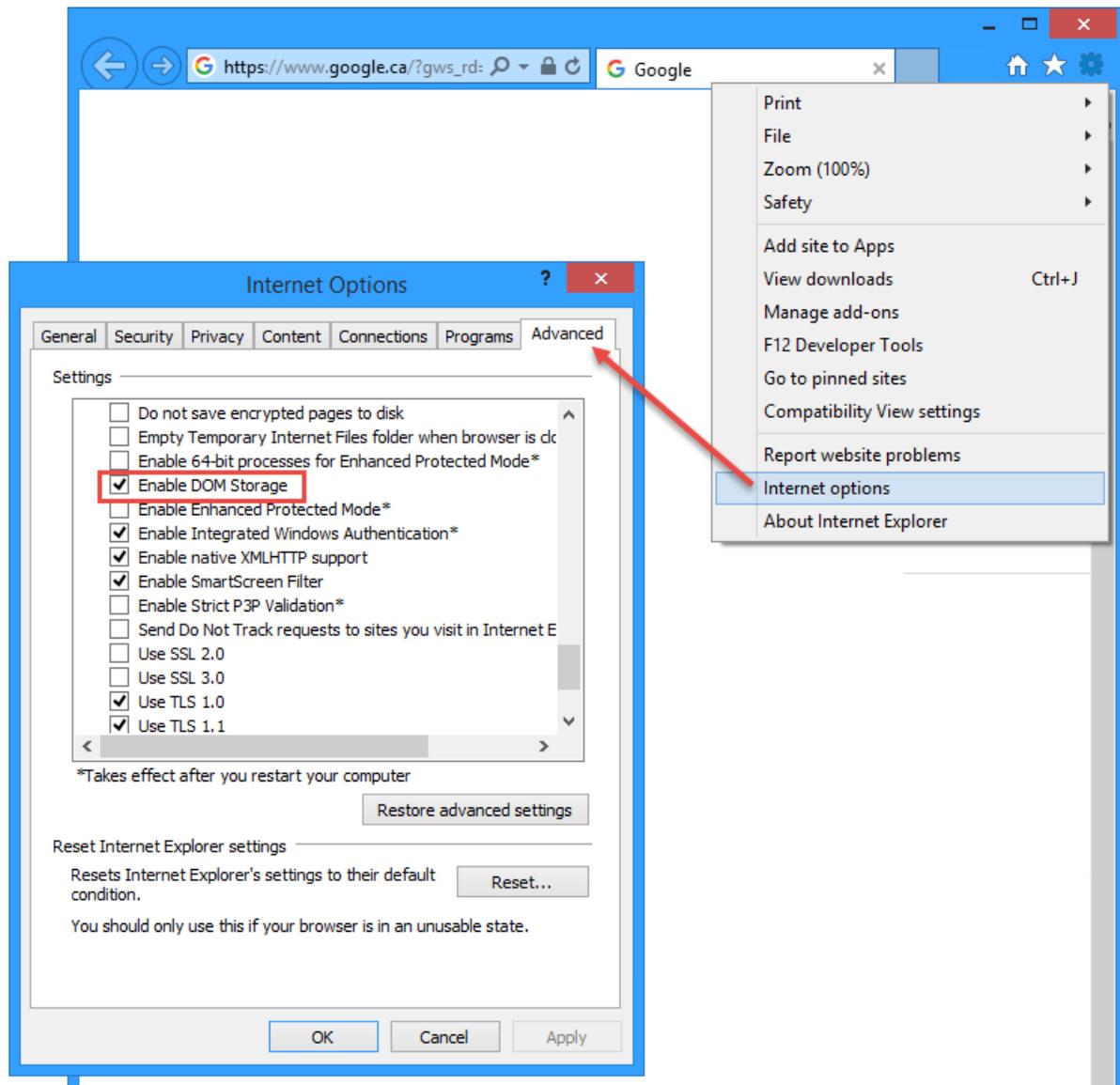
### In Chrome



### In Firefox



## In Internet Explorer



### Contact

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